

EVERGREEN ♦ EAST HILLS VISION STRATEGY

The second meeting (first regular meeting) of the Evergreen East Hills Vision Strategy Task Force was held on August 31, 2005 at the San José City Hall, 200 East Santa Clara Street, Wing 118, San José. Chairperson Dave Cortese called the session to order at 7:00 p.m. The meeting adjourned at 9:00 p.m.

Task Force Members Present:

Chair Dave Cortese, Vice-Chair Nora Campos, Sylvia Alvarez, Jenny Chang, Steven Cox, Alan Covington, Nancy Dellamattera, Steve Dunn, Joe Head, Mike Hill, Bob Levy, Felipe Juarez, Lou Kvitek, Maria Lopez, Gordon Lund, Mark Milioto, Khanh Nguyen, Al Munoz, George Perez, J. Manuel Herrera, Melanie Richardson, Vince Songcayawon, Jim Webb, Ike White, Rob Wooten, Homing Yip, Chris Corpus, Dave Zenker, Jim Zito

Members of the Public Present:

Kulwant Sidhu, Kelly Erardi, John Wolfram, Patrick Spillane, Carlos DaSilva, Daniel Gould, Neil Struthers, Vikki Lang, George Reilly, Tony Seebach, Rhonda Garcia, Katja Irwin, Ellie Glass, Shawna Sanders, Clif Black, Ron Blake

Developer Community Present:

Bo Radanovich, Gerry DeYoung, Mike Keaney, Tom Armstrong, Jim Eller

Staff Present:

Laurel Prevetti, Rabia Chaudhry, Christine Silva Burnett, Dave Mitchell, John Baty

Introductions

Task Force members introduced themselves.

Approval of August 17, 2005 Meeting Summary:

Copies of the summary of the orientation meeting held on August 17, 2005 were provided to the Task Force members. After review, it was agreed that the meeting summary accurately summarized the August 17 meeting.

Announcements and Meeting Agenda:

Laurel Prevetti, Deputy Director Planning, Building and Code Enforcement Department advised that there would be a community meeting held on September 6, 2005 at Leyva Middle School, 1865 Monrovia Drive, San José, from 6:30 p.m. to 8:30 p.m.

Facilitator Eileen Goodwin reviewed the meeting's agenda.

**Draft Market Study Preliminary Findings: Nancy Klein, City of San José
Department of Economic Development**

Ms. Klein discussed the context and methodology of the retail market study being conducted by Bay Area Economics and Metrovation with respect to Evergreen East Hills. A one-page summary of the retail study was provided to Task Force members and the public at the meeting and a copy is available on the Evergreen•East Hill Vision Strategy website.

Some preliminary findings and concepts covered with the Task Force included:

- San José has a low level of retail sales per capita -- \$118 per capita versus \$280 in the City of Santa Clara.
- Buying power is anticipated to increase and the City needs to plan for retail opportunities to capture sales tax dollars.
- Good retail sites are difficult to find. The study will look at potential sites in the context of the criteria for successful retail operations.
- Look at inputs – methodology up to date. Demographic trends, local trade areas broken down and spending patterns, regional trade area.
- Regional areas draw from a larger market.
- Competitive supply and buying patterns.
- The study looks at current sales, comparing sales store by store to similar stores in areas with similar demographics. This will help to define “sweet spots.”
- The Study recommendations will take into account existing and future growth, the high proportion of homeowners in the Evergreen East Hills region, the high median income of residents in the area and the high concentration of very affluent households as compared to the Bay Area and the City of San José as a whole.
- Per capita purchases by Evergreen residents average \$3,800 per year. However, Evergreen is capturing only a small portion of those potential sales.
- There appears to be demand for additional grocery outlet(s) (without hurting the existing Lunardi's store).
- Home businesses may look for small office in the area.

The full report will be completed and mailed to Task Force members in approximately two weeks. If Task Force members have questions regarding the retail study, they should email those to John Baty (john.baty@sanjoseca.gov).

Task Force members attending the meeting had some questions that were responded to by Ms. Klein:

Comment/Question	Response/Answer
What is the study area?	It is larger than Council District 8.
Why the 6% increase?	Additional population and higher wealth contribute to that number.
Are medical offices included?	Yes, in the “small office” category.
Grocery store consumers are neighborhood oriented versus regionally oriented. Currently Lundardis, Cosentinos, Lucky and others are struggling.	This will be part of the study.
Does the study give recommendations regarding specific areas?	Yes.
Is this more than the four Vision Strategy sites? Is the Mirassou considered?	Yes larger than the four sites, but not specifically Mirassou (although that could be considered).
Is study looking at attracting diverse services?	Yes, with agreement and from the property owners.
Are homes owner occupied or rented?	Predominately owner occupied.

Trade-Off Analysis: Laurel Prevetti, City of San José

Ms. Prevetti discussed with the Task Force the variables to be considered in the “Trade-Off Analysis” with respect to the future development in the Evergreen East Hills region. A draft copy of the suggested variables and the schedule for the analysis were provided to Task Force members and the public at the meeting. A copy of that draft is available on the Evergreen•East Hills Vision Strategy website.

Ms. Prevetti stressed that the trade-off analysis has not started; what she and other City staff would like from the members of the Task Force is input into the framework of the study and identification of any gaps in the suggested variables.

The five key variables listed in the draft outline are: transportation improvements, residential densities, retail development, industrial land retention options and affordable housing approaches. The analysis will be reviewed by the Evergreen East Hills Task Force in November, with the goal of presenting the final approved analysis to the San José City Council in December 2005.

Task Force members had the following input and questions, with Ms. Prevetti's response were applicable:

Comment/Question	Response/Answer
Chairperson Cortese stressed that school impacts while not the list were always in consideration as <i>the</i> issue and non-negotiable.	Confirmed that this is a key variable that has been purposely left off the list as it is non-negotiable.
It was suggested that this be indicated in a footnote in future versions of the document.	
A request was made for information on affordable housing. I.e. an "Affordable Housing 101" summary document was suggested.	Basic information will be mailed out to all Task Force members.
Where/how will schools be added?	This will be called out as non-negotiable. The School District can and will be part of the decision making process.
Affordable housing units.	Pilot project not yet existing/approved.
Is there a \$ starting point for transportation improvements and amenities.	Yes. The binder contains information on estimated costs and sub-items.
Will the Development plans as submitted will be analyzed.	Yes.
Transportation improvements and amenities should be split and should be non-negotiable.	Route 101 and required mitigations are non-negotiable others can be negotiated.
Then these need to be identified and broken out.	Can be done.

Comment/Question**Response/Answer**

Office/small office development potential should be added, possibly as a sub-item under the retail development potential.

Owning versus renting residential property should be a key variable. Evergreen is currently not in balance; there needs to be more rental property available.

Affordable property needs to be balanced.

There is a high percentage of upper scale; the area needs affordable housing for families. Need to do this to balance and provide for families.

District 7 concern regarding density and link to amenities.

Could there be a way to identify the negotiated portion of transportation improvements?

Yes.

Need for affordable housing is dire. Citywide strategy is preferable. Likes Option B; ability to include jobs created with industrial retained. Link to housing – don't want to eat up supply. VTA Neiman line; low density jeopardizing the extension. There should be transit oriented development to respond to VTA concerns.

There needs to be a clear definition of the "amenities."

These will be prioritized by the group and they are included in the binder.

Transportation improvements – "band-aiding" existing problems. Would like clarification and to look at not increasing traffic, include numbers.

This will be discussed at the September meeting.

Comment/Question**Response/Answer**

Regarding affordable options b and c, would suggest adding a requirement of construction or an in-lieu fee. This could be bad for T.F. because less money for amenities. Why are we talking about this question – needs to be appropriate for the community.

How does potential development in Coyote Valley and Edenvale and other areas impact the Evergreen East Hills area? What impact will more development elsewhere have on freeway interchanges in the Evergreen area? Can we get information on that?

That information can be provided, at least to a certain extent.

Tools for affordable housing? Is there something for amenities as well?

Yes, beyond the park dedication ordinance.

We need to look at the entire range of housing types.

Pay the most emphasis on traffic improvements, particularly local traffic. It takes 20 minutes to go three miles today and it will only get worse.

Development Applications on File: John Baty, City of San José

Mr. Baty, Planning Building and Code Enforcement Department, provided Task Force members copies of a May 16, 2005 memorandum to the San José City Council discussing four development applications on properties identified as “opportunity sites” in the Evergreen East Hills area. Task Force members were also given five maps, one of the Evergreen East Hills area showing the opportunity sites and detailed maps of each of the four identified sites. The memorandum and maps are available at the Evergreen•East Hills Vision Strategy website.

Mr. Baty discussed the salient facts related to each of the four sites, the details of which are set out in the attached memorandum and then responded to questions from Task Force members:

- **Arcadia Property.** Change existing general plan designation to Mixed Use with no underlying Land Use Designation. Rezone to provide potential for up to 1,875 residential units, 100,000 square feet of commercial space and 18 acres of public park/open space.

Developer Representative added: The general plan change is a broad brush approach. The City will listen to the Task Force's recommendations and apply them. The 1,875 residential units would ideally be a transit oriented development; the City appreciates the need. Also looking at retail and a very large (18 acres) park with a community center.

- **Evergreen Community College Property.** General plan change to mixed use with no underlying land use designation. Rezone to provide for up to 500 residential units, 195,000 square feet of commercial and/or office use and one acre of park/open space. College Representative added: Evergreen wants to contribute to and support the surrounding community. Would like to be able to add affordable housing and retail.

- **Campus Industrial Properties.** Three separate properties, all currently planned as Campus Industrial sites.

- ❖ **Berg Property.** Change general plan designation to medium, medium/low or low density residential, plus open space/park. Can accommodate various T.F. scenarios. Planned Development rezoning would permit up to 1,050 residences.

- ❖ **IDS Property.** Change general plan designation to medium or medium/low residential plus open space. Rezoning to Planned Development would permit up to 225 single family detached residences.

- ❖ **Legacy Property.** Same general plan changes as the IDS property. Planned Development rezoning would allow up to 675 single family detached residences.

Developer Representative added: Anxious to hear insights. This is an important site where things can come together. It is possible to deliver unprecedented transportation improvements and amenities. However, this will be a balancing act and take-aways may need to occur on both sides of the equation.

- **Pleasant Hills Golf Course.** Change general plan designation to medium density residential and open space. Rezoning would allow up to 825 single family residences plus an elementary school and a public park.

Developer representative added :KB & Summerhill will submit detailed plans. Will work with school and community around the site. 200 units

(either 2 acres raw or 1.35 developed park). Hoping to get to a greater good.

Comment/Question	Response/Answer
What is the definition of private versus public open space?	Responsibility for maintenance.
How does it relate if we didn't have this process?	96 units equals one acre raw park land.
Why was Pleasant Hills retail dropped?	Not a strong market.
Want to see the square foot numbers for units. Numbers seem large. Concern over traffic impacts.	In September and October the Task Force will have more discussions about this. Staff is still working now with the applicants.
If the City decides on a fire station at the Pleasant Hills location, would that come out of the open space allotment?	No.
Why is there no schools designation with respect to the Arcadia property? Berg seems low for schools starting here.	Schools are on the work plan this will be discussed further.
Four children per household – impacts on middle school. Need to review for school numbers.	Schools are on the work plan this will be discussed further.
Are there other applications currently in review.	No.
If an application was to be filed with respect to Evergreen East Valley property, would it be held up.	Yes. The City Council reaffirmed that.
One thousand foot area around Pleasant Hills – commercial.	
Why are there no specifications with respect to the Legacy property?	Those will be provided next month.

Comment/Question**Response/Answer**

What is the Evergreen Community College east boundary?

Close to athletic fields.

How can industrial be carved out of three properties?

Developer Representative responded: Now we are together, but may lead to squabble.

KB Summerhill. Public open space, schools. We didn't want to shortchange those. Didn't have commercial on site. Will discuss with neighborhoods and then bring it back to the larger group.

Need to protect some industrial and Hitachi.

Is this accommodating the "mix of housing" that was discussed earlier?

With respect to reserving space for schools, it is also for high school? Has that been looked at? Does land need to be reserved now for that?

Schools are on the work plan this will be discussed further.

There is no affordable housing shown in the Arcadia area. That is disappointing. Opposed to high density as a neighborhood in Arcadia.

Need to have equity in how density is applied, especially related to Arcadia. There may need to be some trade-off.

What about the Salvation Army proposal?

That proposal is dead.

Will trade-offs be discussed with respect to the transit oriented development of the Arcadia property.

Yes.

Comment/Question**Response/Answer**

Chairperson Cortese commented:
With respect to the general plan
amendments, some are o.k. and
some are not what were expected.
There is concern and some
resistance because it is not the same
as where people thought things were.

Public Comments**Comment/Question****Response/Answer**

A Representative of the West
Evergreen NAC: Housing equals
congestion. Not thrilled with 1,875
new units. Forget Neiman extension
If we have to, glad to have low
income housing on all sites. Need
retail. Concern is what kind of retail.
Take into consideration who lives
there.

Out of respect for "old task force"
members, please read the binders.

Put the trade-off analysis of private
recreation versus urban development
on the website.

Councilmember Cortese responded
that trade-offs have been looked at.
35 to 40% public open space is the
old position with trade-offs for
density.

Less public land than the "old task
force" envisioned. Public park or
school, they are different but both are
needed. High school land has not
been called out and needs to be.
Fearful of industrial response. "One
for all" needs to be negotiated so
people and developers stay together.

When will an EIR be done?

Mid January. Task Force to study
Draft immediately following.

Comment/Question**Response/Answer**

EIR. How can we have numbers from developers without analysis. The old amenities list is not necessarily agreed to by the neighbors. How are the amenities getting picked and funded now? Is that money that is “saved” going elsewhere on another site? What constitutes affordable? High-density development – Arcadia is the only site with past allocations. What happens to the 200 existing allocations? Will everything be on-line? When do schools get built compared to housing?

Yes, the City website does have all the Task Force materials from both Task Forces on-line. Schools are on the work plan this will be discussed further at a future meeting. Traffic will be discussed at the September meeting.

With respect to Key Variable No. 4 (Industrial Land Retention Options): Is industrial development factored in the traffic impacts?

This will be checked on and addressed at a future meeting.

Cunningham Park should be removed as a park and developed, with other land, and exchanged with the Pleasant Hills open space. That open space should be designated as a park.

Traffic improvements should include Story – Capitol to Interstate 280. Traffic is terrible. The HOV lane restrictions are not enforced.

The Brown Act meeting has not yet been scheduled, but will be soon.

A show of hands was held to help determine the most convenient times for the meeting.

The list in the binder doesn’t show a high school. Can the original list be distributed?

It is clarified that the high school is considered a need not an amenity so it would not be on the amenities list. It is further clarified that future lists will have a footnote to that effect.

Comment/Question**Response/Answer**

Is the school assessment study being done?

Chairperson Cortese clarifies that each school district will present their needs to the Task Force.

Adjourn

The meeting was adjourned at approximately 9:00 p.m. The next Evergreen East Hills Vision Strategy Task Force meeting is scheduled for September 21, 2005, at 7:00 p.m. at San José City Hall.

Prepared By: Eileen Goodwin

Distribution: Attendees

